

Message Text

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AMEMBASSY TAIPEI

AMCONSUL HONG KONG

UNCLAS SEOUL 8911

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: GEORGIA IOGA TRADE MISSION

1. THIS NON-TARGET-CAMPAIGN TRADE MISSION ARRIVED NOVEMBER FIVE, 1975, AS SCHEDULED AND WAS MET BY THE COMMERCIAL ATTACHE. PARTICIPANTS DEPARTED SEOUL ON SEPARATE SCHEDULES. THIS MISSION OF FIVE BUSINESSMEN WAS HEADED BY COMMISSIONER TRUMAN, NOT LT. GOV. MILLER AS ORIGINALLY SCHEDULED.

2. WE ARRANGED A TOTAL OF THIRTY-ONE APPOINTMENTS WITH SELECTED POTENTIAL BUSINESS CONTACTS ON NOV. 6 AND 7; THREE PARTICIPANTS (JORGES, AMERICAN FAMILY LIFE, AND GOLD KIST) CONFIRMED LOCAL MARKET PREMATURE FOR THEIR PRODUCTS AND SERVICES. HOWEVER, ONE OF THESE (JORGES) HAS TWO JOINT VENTURES AND ONE LICENSING PROPOSAL UNDER DISCUSSION. AUDICHRON, WORKING WITH LOCAL OFFICE OF ITT, SUCCESSFULLY INTRODUCED A DEVICE NEW TO KOREAN TELEPHONE SYSTEM TO MINISTRY OF COMMUNICATIONS TECHNICIANS. MR. WIENEKE OF RELIANCE IDENTIFIED SEVERAL TRADE OPPORTUNITIES WHILE RELIANCE'S LOCAL REP STATED HE EXPECTED SALES TO REACH \$1.5 MILLION OVER NEXT TWELVE MONTHS AND WOULD CONSIDER BSP NEXT YEAR.

3. PARTICIPANT REPORTS WERE REQUESTED AND PROMISED BY GEORGIA FAR EAST REP BUT ONLY TWO WERE COMPLETED. LACKING SUCH REPORTS WE CAN CONSIDER THIS MISSION AS AT BEST A MARGINAL SUCCESS. IN ADDITION TO THE THIRTY ONE APPOINTMENTS, WE MANAGED TO ATTRACT ONE HUNDRED GUESTS TO THE FIRST NIGHT RECEPTION.

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PRESS COVERAGE WAS GOOD WITH SEVEN ARTICLES DURING THE MISSION'S

STAY. THE BUSINESSMEN PARTICIPANTS APPARENTLY DEPARTED IN GOOD
HUMOR, NEVERTHELESS.
SNEIDER

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